

Remarks/Arguments:

The above Amendments and these Remarks are in reply to the Office Action mailed September 4, 2007.

Claims 1-67 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shiigi et al. (U.S. Publication No.: 2003/0014442) and Bladow et al. (U.S. Patent No.: 6,115,040).

Claims 1, 18, 34, 50 and 67 each include the feature that “each control has an entitlement that can be used to determine whether the control is visible when rendered”.

This feature is not shown or made obvious by the cited prior art. For example, column 3, lines 48-55 of Bladow reads as follows:

‘Once a validated user is logged onto the system, the user is presented with a set of remote services which the user may obtain. The set of remote services available for each user is unique and depends on each user’s subscriptions to the services. The set of service subscription then forms the user’s entitlements for the services. Thus, for example, if a user subscribes to a toll free network service, the user is entitled to access information regarding the service.’

This does not describe each of the controls having an entitlement.

For this reason, the combination of Bladow and Shiigi does not produce the present claimed invention.

In light of the above, it is respectfully submitted that all of the claims now pending in the subject patent application should be allowable, and a Notice of Allowance is requested. The Examiner is respectfully requested to telephone the undersigned if he can assist in any way in expediting issuance of a patent.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit Account No. 06-1325 for any matter in connection with this response, including any fee for extension of time, which may be required.

Respectfully submitted,

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